

Claims

[c1] I claim:

A method of incentivising wireless device use, comprising the steps of:

(a) informing a wireless subscriber of the terms of a reward program offered by a wireless carrier;

(b) obtaining an agreement between said wireless subscriber and said wireless carrier whereby said wireless subscriber agrees to participate in said reward program;

(c) determining whether said wireless subscriber qualifies for one or more rewards based on said wireless subscriber's performance of said agreement to participate in said reward program;

(d) calculating said rewards if said wireless subscriber qualifies for one or more rewards; and

(e) recording said rewards in an account correlated with said wireless subscriber, if said wireless subscriber qualifies for one or more rewards, wherefrom said rewards are redeemable by said wireless subscriber according to said agreement to participate in said reward program.

[c2] A method as set forth in claim 1, wherein the step of informing a wireless subscriber of the terms of a reward

program offered by a wireless carrier is performed by a retailer.

- [c3] A method as set forth in claim 1, wherein the step of informing a wireless subscriber of the terms of a reward program offered by a wireless carrier is performed by a retailer via a face-to-face communication with said wireless subscriber.
- [c4] A method as set forth in claim 1, further comprising the step of advising said wireless subscriber of the rewards for which said wireless subscriber qualified.
- [c5] A method as set forth in claim 1, wherein said rewards have a monetary value.
- [c6] A method as set forth in claim 1, wherein
 - (a) said rewards have a monetary value; and
 - (b) the step of recording said rewards includes the recording of said rewards on a debit card;and further comprising the step of providing said debit card to said wireless subscriber.
- [c7] A method as set forth in claim 1, wherein said reward program provides that said wireless subscriber qualifies for rewards by paying for the use of wireless services.
- [c8] A method as set forth in claim 1, wherein said reward

program provides that said wireless subscriber qualifies for rewards by subscribing for the use of wireless services.

- [c9] A method as set forth in claim 1, wherein said reward program provides that said wireless subscriber qualifies for rewards by receiving electronic data intended for display or presentation from a vendor via a wireless device.
- [c10] A method as set forth in claim 1, wherein said reward program provides that said wireless subscriber qualifies for rewards by receiving electronic data intended for display or presentation from a vendor via a wireless device and wherein said wireless device is a device selected from the group consisting of cellular phones, personal data assistants, and end-to-end wireless e-mail solutions.
- [c11] A method as set forth in Claim 1, wherein said reward program provides that said wireless subscriber qualifies for rewards by receiving electronic data intended for display or presentation from a vendor via a wireless device and further comprising the step of transmitting electronic data to said wireless subscriber via a wireless device, wherein said step of transmitting occurs in relation to a schedule.

[c12] A method as set forth in Claim 1, wherein said reward program provides that said wireless subscriber qualifies for rewards by receiving electronic data intended for display or presentation from a vendor via a wireless device and further comprising the step of transmitting electronic data to said wireless subscriber via a wireless device, wherein said step of transmitting occurs in relation to said wireless device reaching a predetermined geographic position.

[c13] A method of rewarding receipt of electronic data by a wireless device subscriber, comprising the steps of:

- (a) obtaining an agreement from a wireless subscriber to receive electronic data via a wireless device;
- (b) transmitting electronic data to said wireless subscriber via said wireless device; and
- (c) awarding points to said wireless subscriber based on said wireless subscriber's receipt of said electronic data.

[c14] A method as set forth in claim 13, wherein said points have a monetary value.

[c15] A method as set forth in claim 13, wherein

- (a) said points have a monetary value; and
- (b) the step of recording said rewards includes the recording of said rewards on a debit card;

and further consisting essentially of the step of provid-

ing said debit card to said wireless subscriber.

- [c16] A method as set forth in claim 13, wherein the step of transmitting electronic data from said wireless carrier to said wireless subscriber via said wireless device occurs in relation to a schedule.
- [c17] A method as set forth in claim 13, wherein the step of transmitting electronic data from said wireless carrier to said wireless subscriber via said wireless device occurs in relation to said wireless device reaching a predetermined geographic position.
- [c18] A method of rewarding receipt of electronic data by a wireless device subscriber, comprising the steps of:
- (a) obtaining an agreement from a wireless subscriber to receive electronic data from a vendor via a wireless device;
 - (b) obtaining message space by said vendor from a wireless carrier;
 - (c) transmitting electronic data from said vendor to said wireless carrier;
 - (d) transmitting electronic data from said wireless carrier to said wireless subscriber via said wireless device; and
 - (e) awarding points to said wireless subscriber based on said wireless subscriber's receipt of said electronic data.

- [c19] A method as set forth in claim 18, wherein said points have a monetary value.
- [c20] A method as set forth in claim 18, wherein the step of transmitting electronic data from said wireless carrier to said wireless subscriber via said wireless device occurs in relation to a schedule.
- [c21] A method as set forth in claim 18, wherein the step of transmitting electronic data from said wireless carrier to said wireless subscriber via said wireless device occurs in relation to said wireless device reaching a predetermined geographic position.
- [c22] A method of rewarding receipt of electronic data by a wireless device subscriber, consisting essentially of the steps of:
- (a) obtaining an agreement from a wireless subscriber to receive electronic data from a vendor via a wireless device;
 - (b) obtaining message space by said vendor from a wireless carrier;
 - (c) transmitting electronic data from said vendor to said wireless carrier;
 - (d) transmitting electronic data from said wireless carrier to said wireless subscriber via said wireless device;
 - (e) awarding points to said wireless subscriber based on

said wireless subscriber's receipt of said electronic data;
(f) recording said points in an account correlated with said wireless subscriber; and
(g) advising said wireless subscriber of said points awarded to said wireless subscriber.

[c23] A method as set forth in claim 22, wherein said points have a monetary value.

[c24] A method as set forth in claim 22, wherein
(a) said points have a monetary value; and
(b) the step of recording said rewards includes the recording of said rewards on a debit card;
and further consisting essentially of the step of providing said debit card to said wireless subscriber.

[c25] A method of rewarding receipt of electronic data by a wireless device subscriber, comprising the steps of:
(a) obtaining an agreement from a wireless subscriber to receive electronic data from a vendor via a wireless device;
(b) obtaining message space by said vendor from a wireless carrier;
(c) transmitting electronic data from said vendor to said wireless carrier;
(d) transmitting electronic data from said wireless carrier to said wireless subscriber via said wireless device;

- (e) awarding points to said wireless subscriber based on said wireless subscriber's receipt of said electronic data;
- (f) recording said points in an account correlated with said wireless subscriber; and
- (g) advising said wireless subscriber of said points awarded to said wireless subscriber.

[c26] A method as set forth in claim 25, wherein

- (a) said step of obtaining message space by said vendor from a wireless carrier comprises a third party facilitator obtaining message space from said wireless carrier and said third party facilitator in turn transferring said message space to said vendor; and
- (b) said step of transmitting electronic data from said vendor to said wireless carrier comprises said vendor transmitting said electronic data to said third party facilitator who in turn transmits said electronic data to said wireless carrier.

[c27] A method as set forth in claim 25, wherein said wireless device is a device selected from the group consisting of cellular phones, personal data assistants, and end-to-end wireless e-mail solutions.

[c28] A method as set forth in claim 25, wherein said points have a monetary value.

- [c29] A method as set forth in claim 25, wherein
- (a) said points have a monetary value; and
 - (b) the step of recording said rewards includes the recording of said rewards on a debit card;
- and further comprising the step of providing said debit card to said wireless subscriber.
- [c30] A method as set forth in claim 25, wherein the step of transmitting electronic data from said wireless carrier to said wireless subscriber via said wireless device occurs in relation to a schedule.
- [c31] A method as set forth in claim 25, wherein the step of transmitting electronic data from said wireless carrier to said wireless subscriber via said wireless device occurs in relation to said wireless device reaching a predetermined geographic position.
- [c32] A method as set forth in claim 25, wherein
- (a) the step of transmitting electronic data from said wireless carrier to said wireless subscriber via said wireless device occurs in relation to a schedule; and
 - (b) said wireless device is a device selected from the group consisting of cellular phones, personal data assistants, and end-to-end wireless e-mail solutions.
- [c33] A method as set forth in claim 25, wherein

(a) the step of transmitting electronic data from said wireless carrier to said wireless subscriber via said wireless device occurs in relation to said wireless device reaching a predetermined geographic position; and

(b) said wireless device is a device selected from the group consisting of cellular phones, personal data assistants, and end-to-end wireless e-mail solutions.